



Early morning on Deep Creek Lake



## Lance C. Bell

NOVEMBER 9, 1942 – DECEMBER 29, 2020

### *The Man Behind the Camera*

Lance Colin Bell passed peacefully at home of natural causes December 29, 2020. He was co-owner of Advertising Art Design, Inc. and *Mountain Discoveries* magazine.

Lance experienced his early years in Hyattsville, Maryland, and later in Virginia and South Carolina, where he developed an appreciation for music, history, art, and photography. It was his interest in the latter two fields that prompted formal coursework at the Corcoran Art Institute, James Madison College, Washington Business College, and Pensacola Naval School of Photography.

Completion of formal coursework brought employment at the Smithsonian Institute, National Geographic, the

Maryland National Capital Park and Planning Commission in Silver Spring, Maryland, United Press International, and a variety of publishers and advertising agencies in several states.

In 1986, Lance's business opportunities expanded when he moved from Greenville, SC, to Cumberland, MD, for the purpose of establishing the GGI Advertising firm at General Graphics, Inc. In 1988, he and Kathie Smith incorporated Advertising Art Design, Inc. (AAD-INC.), the first business to occupy the Crossroads Venture Center Incubator in Cumberland, MD. The business remained in the incubator for seven years until Lance and Kathie opened



Lance – 1961



Lance and Kathie at the start up of AAD-INC. – 1988



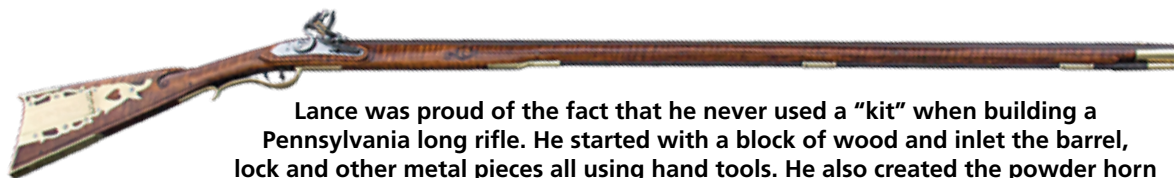
Lance on vacation – 2006

a new building in the Commerce Drive Industrial Park. AAD-INC. was the first business in the area to utilize graphic arts on computers and has continued to provide a variety of advertising services to the present time.

In 2002, AAD-INC. introduced *Mountain Discoveries*, a destination magazine for western Maryland and the surrounding areas, that proved to be a showcase for Lance's photography skills. His artistic talents captured landscapes, wildlife, public events, and business settings that were featured in the bi-annual publication. Professional and personal relationships developed around the magazine as it

expanded coverage. Lance proudly noted that *Mountain Discoveries* was the first magazine of its kind in the Tri-State region.

Concurrent with his professional life, Lance developed wood working skills that enabled him to expertly craft examples of the American long rifle that were admired and sought after by local enthusiasts. Expert wood carving techniques allowed for intricate carvings on the long rifles, while also providing him with additional opportunities to design whimsical items — wood spirits, wild life, and other unique creatures that lived in his office and at the homes of friends.



Lance was proud of the fact that he never used a "kit" when building a Pennsylvania long rifle. He started with a block of wood and inlet the barrel, lock and other metal pieces all using hand tools. He also created the powder horn and "possibles bag" that carried everything possible needed by the shooter; extra flints, wadding material, balls and tools.



Detail of the beautiful tiger-striped maple long rifle (above). Intricate carving (inset) on one of Lance's long rifles.



Lance liked to carve whimsical items like the hounds (above) and wood spirits (below left and center). Also more technical carving like the cabinet doors with eagle (below right).





Lance also excelled in musical pursuits, including participation as a percussion drummer in the American Light Opera, National Theatre Orchestra, and Yankee Rebel Drum and Bugle Corps. In keeping with his early rural heritage, Lance enjoyed attending traditional musical performances in the Tri-State area. He also had a passion for Native American history and artifacts as well as antique cars and trucks.

While a variety of artistic endeavors provided for personal enjoyment, it was Lance's photography skills that introduced him to many local residents. For more than three decades Lance captured images that will be treasured and appreciated by individuals for generations. His photographs also played a major role in the creation of displays, advertising layouts, and custom made items for business associates throughout the region. Whether the assignment was personal or corporate, Lance's creative skills translated into aesthetically pleasing images that truly made him the man behind the camera.

And while Lance's passing has brought sadness to family, friends, and associates, it is comforting to know that memories of him will always be preserved in the photographic images and three dimensional images he captured over a lifetime of work.

Lance is survived by three children: Lance Bell II, Nathan Bell, and Andrea Bell, as well as daughter-in-law, Tammie Bell, and grandchildren Aidan and Chloe Bell.



**Top:** Lance with grandchildren Aidan and Chloe.

**Middle (left to right):** Daughter-in-law Tammie, Lance II, daughter Andrea and son Nathan, with grandchildren Aidan and Chloe.

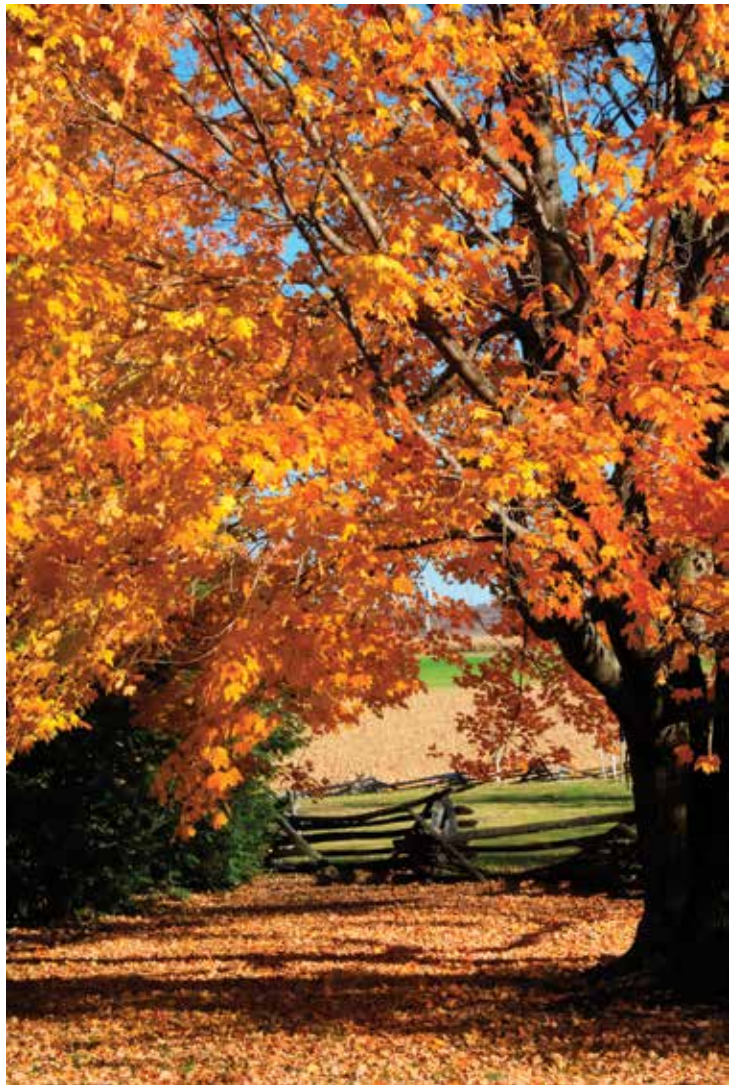
**Bottom:** Lance at his carving bench with a couple of wood spirits recently completed.



*Gallery of Some of Lance's Favorite Photos*







*You may recognize some of these favorite photos by Lance C. Bell (here and on the following pages) from previous promotions and issues of Mountain Discoveries.*





